

9TH CONVENTION OF IMELCO **IMPRESSIONS OF THE CONVENTION**



Members' exhibition in the convention Center of the Hotel Marriott Rive Gauche, Paris



MARKETING

9TH CONVENTION OF IMELCO





25 years of success: the role of our organization in the coming years

NETWORKING SESSIONS



Recruiting and retaining great employees

Jerry Knight, VP Supplier Relations, IMARK Group, USA

It was a very productive session. Members shared their experiences and ideas on three questions. Each table discussed the topics for 10 minutes and presented their best, unique solutions.

1. Share some innovative ways of attracting / interviewing new employees...

- paying employees if they help bring a new employee into the business,
- interviewing using skype,
- checking a prospective Facebook page,
- spending time with current employees.

2. What are some challenges in attracting and retaining employees between 20 and 30 years old?

- offer to pay for childcare for young families,
- offset the cost of health insurance,
- liberal policy for tending to child related issues,
- allow employees to work from home on occasion,
- give employees a day off for extraordinary results.

3. What are you doing to retain your employees?

- connect management with an employee to get to know them and their concerns,
- after-work company events,
- more social activities for employees,
- a healthy ratio of fun in the office".

eCommerce

Steve Ruane, VP Marketing, IMARK Group, USA

Over 100 executives from IMELCO member and supplier companies met on September 2nd to share their perspectives on e-commerce and digital marketing.

This was the most heavily attended of the three networking groups held at the Paris meeting.

Participants discussed how their respective companies have prioritized the need to offer a web store to your customer base — now or in the near future.

Given the diverse nature of the group, perspectives and actions taken in this area varied greatly.

Several executives shared their company's experiences related to the development of webstores, apps or any other tools designed for customer use in the rapidly evolving world of digital sales and marketing.

Others are just now getting started or are in the early planning stages.

The necessity to address these challenges with in the near future is accepted as a given by most participants.





Exchanges of experiences and best practices throughout round table discussions

Optimizing operating costs

Konrad Ramhorst, Managing Director MITEGRO, DE

Around sixty participants at six „round tables“ had an excited discussion about cost optimization projects. The mix of supplier and wholesaler at each table made the discussions open and interesting and showed different needs and wishes for the near future.

If some countries still think about online ordering, others are planning already an automatic inventory management between supplier and wholesaler.

All participants agreed to the need of more full automatically standardized processes in the distribution world and wished to continue these “round tables”.





Partner Programm: Paris discovery in Citroen 2CV



Stay on the move!

SAVE THE DATE **SCHEDULE** OF UPCOMING **IMELCO EVENTS**

January 26th

Elex Italia Convention in Milan

March 23rd/24th

e-Commerce strategy / workshop with suppliers / sharing thoughts, ideas and experiences with our suppliers

April 24th/28th

Hannover Fair

May 30th/31st

internal meetings of IMELCO in Kraków (PL)

June 1st

In the morning: SAP 2017 and Networking Event with suppliers

In the afternoon: activities organized within the framework of the 62nd EUEW Convention

June 2nd

EUEW Convention

19th/22nd of September

MDs-Suppliers meetings and other IMELCO conferences in Washington D.C.